

**CLAIMS**

1. An improved process for motivating students to utilize educational materials supplied by a provider, wherein said improvement comprises:
  - a. at least one sponsor;
  - b. at least one student who receives motivation to utilize said educational materials in the form of an incentive provided by said sponsor on condition that said educational materials are utilized in a specified manner monitored by said provider; and,
  - c. said sponsor receives promotional value from providing said incentive.
2. A process as in claim 1, wherein said incentive comprises as least some discount on the acquisition of at least one product associated with said sponsor.
3. A process as in claim 1, wherein said at least one sponsor comprises a multiplicity of sponsors.
4. A process as in claim 2, additionally comprising:
  - d. at least one authority;
  - e. said authority authorizes student participation; and,
  - f. said authority receives the benefit of the increased likelihood of improved utilization by said student.
5. A process as in claim 4, wherein said authority is a parent of said student.
6. A process as in claim 4, wherein said authority is an educator of said student.
7. A process as in claim 2, wherein said sponsor provides compensation to the entity providing said educational materials.
8. A process as in claim 4, wherein said authority provides compensation to the entity providing said educational materials.
9. A process as in claim 7, wherein said authority provides compensation to the entity providing said educational materials.
10. A system wherein the process of claim 2 is carried out, substantially in its entirety, in a computer-mediated

manner.

11. A system wherein the process of claim 4 is carried out, substantially in its entirety, in a computer-mediated manner.

12. A system wherein the process of claim 7 is carried out, substantially in its entirety, in a computer-mediated manner.

13. A system wherein the process of claim 8 is carried out, substantially in its entirety, in a computer-mediated manner.

14. A system wherein the process of claim 9 is carried out, substantially in its entirety, in a computer-mediated manner.

15. A system as in claim 10, wherein in addition:

a. the choice of which material is presented to a student at any given time is based on an assessment of prior student performance.

16. A system as in claim 15, wherein said assessment is accomplished through the use of artificial intelligence computer techniques.

17. A system as in claim 10, wherein in addition:

a. the choice of which material is presented to a student at any given time is varied from student to student for the purpose of discouraging students from not doing their own work.

18. A system as in claim 10, wherein in addition:

a. deceptive student activity is detected.

19. A system as in claim 18, wherein said deceptive student activity is detected by noting low accuracy and high speed of student participation.

20. A system as in claim 18, wherein said deceptive student activity is detected by comparing an image of said student's face to a computer database image.

21. A system as in claim 18, wherein said deceptive student activity is detected by computer monitoring of student

interaction at the keyboard, and wherein said monitoring includes the analysis of time versus keystroke pattern for at least one previously-entered identifying phrase.

22. A system as in claim 10, wherein in addition:

- a. an image of said student's face is computer-monitored for the purposes of assessing student performance.

23. A system as in claim 10, wherein in addition:

- a. student interaction at the keyboard is computer-monitored for the purposes of assessing student performance, and wherein said monitoring includes the analysis of time versus keystroke pattern.

24. A system as in claim 10, wherein in addition:

- a. student performance and/or progress is reported.

25. A system as in claim 10, wherein in addition:

- a. at least one element of said system operates, substantially in its entirety, via a computer network such as the Internet.

26. A system as in claim 10, wherein in addition:

- a. at least one element of said system operates, substantially in its entirety, via automated voice response and telephone keypad entry.

27. A system as in claim 10, wherein in addition:

- a. student-to-student electronic communication.

28. A system as in claim 10, wherein in addition:

- a. electronic communication between student and educator.

29. A system as in claim 10, wherein said educational materials comprise a series of sessions encountered over an extended period of time.

30. A system as in claim 10, wherein said educational materials comprise a series of practice sessions for a standardized exam.

31. A system as in claim 10, wherein said educational materials comprise a series of practice sessions for a

## Scholastic Aptitude Test.

- 5
- 10
- 15
- 20
- 25
- 30
- 35
32. An system for motivating students to utilize educational materials wherein:
- a. A provider supplies educational material comprising a series of computer mediated sessions;
  - b. A student accesses said educational materials to a required degree as assessed by said provider;
  - c. A sponsor provides motivation to the student to meet said required degree of access by supplying as least some discount on the acquisition of some product associated with said sponsor;
  - d. Sponsor receives promotional value from said acquisition; and,
  - e. Provider, optionally, receives compensation from said sponsor.
33. A system as in claim 32 wherein, in addition.
- f. A parent receives the benefit of the increased likelihood of improved utilization of said educational materials by said student; and,
  - g. Provider, optionally, receives compensation from said parent.
34. An improved system for preparing interactive instructional multimedia wherein said improvement comprises:
- a. the incorporation of an artificial intelligent engine and/or expert 'instructional media designer' system into a first phase wherein said system interacts with an author/teacher;
  - b. said system makes preliminary suggestions to said author/teacher regarding segmenting and organizing domain specific knowledge base elements;
  - c. said author/teacher provides media files and organizational, structural, interconnection and/or labeling information, to said system;
  - d. said system analyzes the information input in step c. and makes additional suggestions to, and requests of, said author/teacher;
  - e. said author/teacher optionally provides additional media files and organizational, structural, interconnection and/or labeling information, in response to step d.;
  - f. said system presents a draft presentation for review by said author/teacher;
  - g. said author/teacher optionally makes adjustments in response to step f.; and,
  - h. said system outputs final draft as labeled media and interactive scripts.
35. A system as in claim 34 wherein said improvement comprises, in addition:
- a. the incorporation of an artificial intelligent engine and/or expert 'teacher' system into a second presentation/learning phase wherein said system interacts with a student/user;
  - b. said system presents material in a default mode or, if available, in a mode dictated by a student profile/history and the type of material as indicated by pedagogical and cognitive labels supplied

during said first phase;

- c. student interacts with material, including optional assessment;
- d. said system analyzes student answers to said assessment;
- e. said system repeats or adds material and assessment as needed per analysis of step d.;
- f. said system optionally analyzes keyboard and mouse dynamics to determine level of said student interest, and/or level of attention;
- g. said system optionally analyzes student voice and/or face to determine level of said student interest and/or level of attention;
- h. said student optionally makes explicit requests to adjust level of detail or complexity, speed of presentation and/or type of media;
- i. said student optionally makes explicit requests, or for additional information via several types of help requests;
- j. said system adjusts level of detail or complexity, and/or type of media of presentation based on some combination of analyses in previous steps; and,
- k. said system updates student profile based on performance and pedagogical and cognitive labels generated in said first phase.